

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/018240-2022>

Planning

Business Wales Delivery 2023-2028

Welsh Government

F01: Prior information notice

Prior information only

Notice identifier: 2022/S 000-018240

Procurement identifier (OCID): ocds-h6vhtk-034de8

Published 5 July 2022, 8:54am

Section I: Contracting authority

I.1) Name and addresses

Welsh Government

Entrepreneurship and Delivery

Cardiff

CF10 3NQ

Contact

Matthew Collins

Email

matthew.collins@gov.wales

Telephone

+44 3000615991

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<https://gov.wales/>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

Additional information can be obtained from the above-mentioned address

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Business Wales Delivery 2023-2028

Reference number

C079/2021/2022.

II.1.2) Main CPV code

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.1.3) Type of contract

Services

II.1.4) Short description

Through Business Wales, the Welsh Government offers business support services to inspire entrepreneurs to help start, sustain and grow businesses in Wales. Business Wales is delivered through a blend of external suppliers, grant awards (third party providers) and 'in-house' Welsh Government teams. The Business Wales service encompasses a range of products and services offering information, advice and support online, via phone, virtually or in person in English and Welsh.

Certain elements of the Business Wales service are currently delivered by external suppliers, expected to run until 2023.

This Prior Information Notice relates to the Welsh Government's intention to procure suitably skilled supplier(s) to deliver 3 elements of the Business Wales services from April 2023 onwards (the "Services")

The Services will consist of four (4) separate Lots.

Lot 1 - Business Wales: Supporting Entrepreneurs and Starting a Business,

Lot 2 – Business Wales: Business Development,

Lot 3 – Business Wales: Accelerating Business Growth and

Lot 4 – Business Wales: Brand & Marketing Communications.

The anticipated aggregate value of the Services is 15 million GBP - TBC per year (with scope for additional spend, to allow for additional service requirements to be included during the contract period in response to changing economic needs and policy).

The proposed duration of the Services' contracts is for a period of up to 5 years (an initial 2 year period, with an option to extend for a further 3 years (in 12 month tranches)) at the sole discretion of the Welsh Government and subject always to budget approval. At this stage budget is in place for the next two financial years 23/24 and 24/25 only, aligned to the wider Welsh Government budget position.

The overarching aims of Business Wales are:

1. To build confidence and inspire individuals, entrepreneurs and micro / small medium enterprises (SME) businesses to reach their full potential. To work with key stakeholders to develop a cohesive ecosystem that is visible, simple and connected to ensure Wales is a great place to start and grow a business in the foundation or growth economies.
2. To address a key gap by creating the conditions for businesses to start, sustain and grow through the missing middle in inclusive and sustainable ways.
3. To support the productivity, resilience, growth, decarbonising and sustainability of micro and SMEs. To secure their long-term future ownership within Wales cementing their continued contribution to the Welsh economy.

The Business Wales service will align and work with other key business support offers from the Welsh Government and the Development Bank of Wales.

The ensuing Services' contracts will be managed by Welsh Government officials. Recognising the benefits to the wellbeing, economy or prosperity of Wales, it is expected that all winning bidders will work in a collaborative way across all Lots and with other stakeholders that provide aligned business support to achieve the objectives of the:

- Programme for Government: <https://gov.wales/programme-for-government-2021-to-2026.html>
- Wellbeing of Future Generations Act: <https://gov.wales/well-being-of-future-generations-wales>

Business Wales delivery is aligned to the priorities outlined in the Programme for Government and key Welsh Government strategies that address:

- Economic Resilience and Reconstruction Mission

Businesses compete with confidence and develop strong indigenous businesses

An entrepreneurial culture, more start-ups, a vibrant SME sector and innovation driven enterprises

Employability and Skills and Young Person's Guarantee

- Social equity

Fair working practices

Tackling poverty

Reducing inequality

- Foundational economy

Local supply chains

Grounded businesses

Growth of grounded medium sized businesses

- A green Wales

Reduction in carbon emissions use of businesses supported

Green delivery of business support

- Sustainable growth

Increase business stock including social enterprises

Increase productivity and resilience

II.1.6) Information about lots

This contract is divided into lots: Yes

II.2) Description

II.2.1) Title

Business Wales: Supporting Entrepreneurs and Starting a Business

Lot No

1

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Aims:

- To develop a culture of entrepreneurship and support business start-up and business survivability in Wales.
- Inspire and develop the next generation of entrepreneurs to lead successful businesses, recognising their role in encouraging social value.

Target Audience:

This Lot will cover 3 main groups:

- Young people under 25 years: supporting the Young Person's Guarantee; with early stage engagement in education and those not in employment, education or training to become self-employed; graduate start-ups;
- Individuals considering becoming self-employed or starting their own business, excluding high growth start ups;
- Targeted support for under-represented groups and individuals

Requirement:

- Entrepreneur led engagements to develop entrepreneurial capabilities, develop knowledge and support idea generation and innovation;
- Provide information, advice and guidance through digital learning, virtual events and one-to-one advisory services to access finance, build the individuals business knowledge and capability to start a business;
- Enhanced support for young entrepreneurs to build confidence and capability as they transition from education to business start-up
- Manage administration of a start-up grant;
- Build communities of entrepreneurs and improve business survival;
- Outreach activity to engage individuals and connect stakeholders to play their part in driving entrepreneurial culture.

This will be delivered nationally providing a consistent service across Wales, but flexible enough to adapt to any regional priorities or local requirements as and when they might occur (aligned to regional economic frameworks).

II.2) Description

II.2.1) Title

Business Wales: Business Development

Lot No

2

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Aim:

- To build the confidence and resilience of the business community in Wales;
- To help businesses create opportunities for themselves and others and to stimulate sustainable and inclusive growth.

Target audience:

- All (non-accelerated growth) entrepreneurs, micro and SMEs based in Wales or those who want to establish a base in Wales

Requirement:

- Provide business support and advisory services in the following areas of work:
 - Stimulate job creation and strengthen employment practices, workplace equality, promotion of fair work and connect skills and employability offer;
 - Improve business digital adoption, capability and resilience; advancing marketing and

sales;

- Build financial resilience and management capability; through business modelling, accessing finance and investment readiness;
- Support businesses to innovate, improve productivity, exporting opportunities, to modernise and grow;
- Provide place-based support to enable the foundational economy to sustain and flourish;
- Support supply chains, through improved access, awareness of opportunity and tendering capability to win public/private sector contracts;
- Support businesses to reduce carbon emissions and promoting sustainable development policies;
- Engage stakeholders to play a part in driving entrepreneurial culture; encouraging peer learning and mentoring;
- The service will also have the flexibility to deliver on any new provision and emergency support aligned to emerging priorities and or events.

This will be delivered nationally providing a consistent service across Wales, but flexible enough to adapt to any regional priorities or local requirements as and when they might occur (aligned to regional economic frameworks).

II.2) Description

II.2.1) Title

Business Wales: Accelerating Business Growth

Lot No

3

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Aim:

- The service will provide tailored support for selected businesses with the aspiration and the potential for accelerated and high growth.

Target audience:

- Pre-revenue and established businesses that demonstrate the potential for high growth;
- Eligibility criteria will include: an assessment of current and projected sales, increased levels of export and investment, and creation of quality jobs.

Requirement:

- Relationship managers and specialist coaches will support clients through their high growth journey;
- Clients will be offered a package of support tailored for their needs, that will include specialist advice on investment readiness, exporting, developing leaders' mind-set, innovation, sales and productivity;
- Enable businesses to capitalise on green growth opportunities;
- Ensure businesses take positive action through the Economic Contract across economic resilience, low carbon, fair work and wellbeing;
- Explore the introduction of a client fee contribution that will signal value of support and generate income to further develop the service.

This will be delivered nationally providing a consistent service across Wales, but flexible enough to adapt to any regional priorities or local requirements as and when they might occur (aligned to regional economic frameworks).

II.2) Description

II.2.1) Title

Business Wales: Brand & Marketing Communications

Lot No

4

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

Aim:

To align, build and deliver an integrated marketing communications approach, built on deep market and customer insight, which will continue to build Business Wales credentials as the gateway to a leading and comprehensive, open, and inclusive business support service.

Further develop a strong, consistent, and cohesive Business Wales brand marketing approach to achieve improved cut-through for Business Wales.

Raising awareness of, and positive engagement with, the service by delivering exceptional brand and marketing communications that work effectively across different media and channels.

Within the allocated budget per annum the winning contractor will be required to develop campaign plans, creatives, production of content that can work across multiple channels, media buying, planning and placement. In addition there will also be a need to support development of market and customer insight.

II.3) Estimated date of publication of contract notice

18 July 2022

Section IV. Procedure

IV.1) Description

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

Section VI. Complementary information

VI.3) Additional information

Please note this is a new Prior Information Notice (PIN) which supersedes the previously published PIN for the 'Business Wales Delivery 2023-2028' @ https://www.sell2wales.gov.wales/search/show/search_view.aspx?ID=JUN400610 which was dispatched on the 01/06/2022. This is owing to the inclusion of an additional lot (lot 4).

The Welsh Government is placing this PIN to enable pre-tender market engagement exercise to be undertaken. Meet the buyer events are expected to be held in August 2022 as follows;

- an in-person session in Newtown
- an on-line session (details to be confirmed).

Only those registered suppliers that have recorded an interest to this PIN via Sell2Wales by 5.00pm on Friday 15 July 2022 will be invited to attend.

Note: this is not a call for competition, and the Welsh Government does not guarantee that a call for competition will subsequently take place as a result of this PIN.

Any formal tender process subsequently undertaken will be in accordance with Open award procedure (Reg.27, Public Contracts Regulations 2015 (as amended)) and will be advertised under a separate Contract Notice.

The aim of any subsequent tender process will be to appoint a supplier for each of the four (4) Lots (whether a different supplier for each Lot or the same supplier for each Lot – as the case may be). The applicable award criteria will be on the basis of the most economically advantageous tender.

The Welsh Government would welcome consortium bids or groups of more than one legal entity bidding together.

The Welsh Government will seek proposals that deliver its social value, economic and environmental sustainability objectives, and contract performance conditions may relate to social value, economic and environmental considerations.

The Welsh Government will not reimburse, and shall not be responsible for, any costs, charges or expenses incurred by organisations responding to this PIN.

Any subsequent tender process will be undertaken and administered via Sell2Wales and eTenderWales; once live, all communications will be sent via eTenderWales only.

NOTE: To register your interest in this notice and obtain any additional information please visit the Sell2Wales Web Site at

https://www.sell2wales.gov.wales/Search/Search_Switch.aspx?ID=122649.

(WA Ref:122649)